

DOCKET NO: 271036US8



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF :  
KEITH L. SHAFTEL, ET AL. : EXAMINER: GEDRICH, SARAH R.  
SERIAL NO: 09/919,420 :  
FILED: JULY 31, 2001 : GROUP ART UNIT: 3625  
FOR: ELECTRONIC COMMERCE :  
PRODUCT PRICING AND SELECTION  
SYSTEM AND METHOD

AMENDMENT AND REQUEST FOR RECONSIDERATION

COMMISSIONER FOR PATENTS  
ALEXANDRIA, VIRGINIA 22313

SIR:

Responsive to the Office Action dated February 4, 2005, Applicants respectfully request reconsideration in view of the following amendment and remarks.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 5 of this paper.

**Basis for the Amendments** begins on page 15 of this paper.

**Remarks** begin on page 16 of this paper.